programme has communicated desired messages effectively. This programme has helped in increasing immunization also. Various suggestions have also been received for further improvement and reach of this programme among rural folks.

**Liberal approach in DTH service**

†1777. DR. MURLI MANOHAR JOSHI:
SHRI RAM JETHMALANI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have been requested to be liberal in certain rules under 'Direct to Home' (DTH) service under electronic media;

(b) if so, the new facilities requested to be provided as per rules in above service;

(c) whether other modes of telecast wll incur losses as a result of providing these facilities to this service; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a), Yes, Sir. The Government has received recommendations of TRAI on Licensing Issues relating to DTH.

(b) Multiple Dwelling Unit Technology, exclusion of DTH platform services from the Uplinking Guidelines for improved efficiency of platform functionality and services have been recommended for provision under DTH Guidelines and licensing conditions.

(c) No, Sir.

(d) Does not arise.

**Need for reforms in Doordarshan**

†1778. SHRI RAJ MOHINDER SINGH MAJITHA: DR.
MURLI MANOHAR JOSHI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan run by Prasar Bharati seems to be ineffective in comparison to other private sector channels in the country;

(b) if so, Government's reaction thereto;

(c) whether Government propose to consider that there is a need of large scale reforms in Doordarshan to make it stand in the competition of private sector channels; and

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†Original notice of the question was received in Hindi.

(d) if so, Government's reaction thereto?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) No, Sir. Doordarshan has the unique distinction of being the only terrestrial-cum-satellite broadcaster having the largest reach in the country and its popularity can be gauged by the trust reposed on it.

(c) and (d) Doordarshan run by Prasar Bharati has been discharging its duties as a public broadcaster and has not been guided only by commercial considerations. The programming has essentially been dictated by the statutory duties entrusted to it and cannot be run only on commercial line to compete with private channels. Recognising the need for further reforms, a Group of Ministers has been constituted by the Government to give its recommendations on a number of issues including capital restructuring of Prasar Bharati, issues related to status of employees etc. GOM has held 4 meetings till now.

**High price for paid channels**

1779. SHRI DHARAM PAL SABHARWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the rates per channel fixed in our neighbouring countries and countries in the SAARC, region for payment by the consumers;

(b) whether the rate of Rs. 5/- per channel fixed by TRAI is not based on any cost based pricing exercise and is exorbitant;

(c) if so, the details thereof;

(d) if not, the reasons therefor;

(e) whether any study has been conducted by TRAI in neighbouring/SAARC countries on fixation of rates; and

(f) if so, the details in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) No authentic information is available with the Government.

(b) to (d) Telecom Regulatory Authority of India (TRAI) has considered the following while fixing a ceiling of Rs. 5/- per channel per subscriber for Conditional Access System (CAS) notified areas of Chennai, Delhi, Kolkata and Mumbai:

(i) The prices made available by the stakeholders during the process of consultation;

(ii) Inference drawn from the agreements between the broadcasters and the Multi System Operator;

(iii) Available data from CAS areas in Chennai;

(iv) Offers made by Direct to Home operator. The determination, methodology adopted by TDSAT in its judgement in the case involving ASC Enterprises Limited and Star India Pvt. Ltd.